

**REPORT  
OF THE WEEK  
OUT CAMP**  
(From Page 1)

The Scouts has a Hang a log of wood and then as they all during the night there will be enough to last all the next day. Unfortunately it was not tried.

Tuesday, 8:00 a. m.  
Scoutmaster Husberg, "Hit the deck."  
Murphy, "That's Jake."  
Quane, "What's the use?"  
DeWitt, "Hello Oscar."  
Barnes, "Mess in five minutes. Wash your face, comb your hair, and wash back of your ears and neck. Clean your teeth."  
The weatherman, "Fifteen below."  
9:00 a. m. Mess is over and all the details busy.  
9:30 a. m. Work is done.  
10:00 a. m. Instruction. "Safety on the ice and how to rescue a person in the water thru the ice. Animal study and woodcraft."  
1:00 p. m. Mess.  
2:00 p. m. Games and out of doors play. Skiing, Parkins skis tip over at the corner every time. Hunting. DeWitt gets some squirrel. Mr. Fleming calls at the camp and warns of wolves. Several Scouts see them but on close observation they find saw bucks.  
8:00 p. m. Council Fire in the tent. Subject: "Our greatest man." Each Scout picked out his greatest man and then they discussed the qualities that made them great. Lincoln was found to be the favorite.  
11:00 p. m. All turn in.  
Wednesday, 8:00 a. m. See the

preceding day for waking ceremonies except that the weatherman had given up trying to scare this band of Scouts away and had come up to zero after one of the Scouts went to the neighbors for a mercury lifter to make it warmer.  
10:00 a. m. Instruction. Cleaning ice to skate, fishing thru the ice, fixing the lines so that the big ones would not get away, hunting, tracking, studying the home of the various animals as the mink, muskrat, etc. Deknata went skiing for a shy hook. Hill was quiet for some time as he put his tongue on the pump handle and heard the angels sing.  
Council fire. Subject: "Our favorite animal." In the same manner as

we found the greatest man, the Scout found his favorite animal to be the dog.  
Thursday, 8:00 a. m. The camp gets under motion the same as before. Scoutmaster DeWitt left for home and would not tell her name. Assistant Scoutmaster Prickett of Troop No. 3 of Downers Grove arrived in camp and set at work like a veteran.  
Instruction, 10:00 a. m.  
Fishing, snaring of rabbits, hunting, tracking, skiing and woodcraft. Mr. McGuire came to camp and warned about wolves and so the Scouts did not want to go to town in the evening. Strange that the wolves do not come into the camp when we

hear so much about them. Some of the Scouts think there are no wolves but that they are trying to get us scared. Hill sees a wolf track and all hear about it several times. Hulsberg sees a cormorant after French has found it. Late at night the men make the rounds of the snares and find the rabbits.  
Friday, same as other days until 10:00 a. m.  
Instruction in marksmanship and the use of firearms. We land several fine pickerel in the fishing thru the ice. A detail is sent to town for a few supplies and they come back telling about the ride they had with in the fine limousine with the "Girls from Dartmouth." French tells a-

bout his trip "Way out west in Massachusetts." Scouts Murphy and Zimmerman put on the famous squirrel dance of the Sioux.  
8:00 p. m. Fish supper.  
11:00 p. m. Midnight feast of popcorn, cakes, cocoa, apples and marshmallows starts. It ends at the firing of the great volley that equaled that at Lexington. Then after cheers for the New Year they all roll in.  
Saturday, 6:00 a. m. "Hit the deck, etc." My how busy, get the breakfast, take down the tents, bring the large tables in to the mess hall, close up all the doors, and make our rolls for inspection. Then the sleigh arrives.  
10:00 a. m. We leave camp. All

our luggage is on the wagon and all the Scouts too. We arrive in Wellworth just in time for the train and are soon on the way home. This ends the first and successful winter camp of the West Suburban Council. Not an accident. The first aid kit was never opened. No Scout had a cold and every one had the best time of his life.  
Signed, Robert Evans, Camp Scribe.  
Troop No. 1 of Downers Grove has re-registered and Troop No. 8 has a reservation in for twelve Scouts at the old rate. By error the name of Mr. Davis of Downers Grove was omitted as one of the Vice-Presidents of the Local Council in the report last week.

**"TORCHY," HERO  
OF SEVEN BOOKS,  
NOW ON SCREEN**

"Torchy," the red-headed office boy creation of Sewell Ford, the noted author, is probably today the best known character in all current American fiction. Already seven volumes of stories about him have appeared and the eighth will be in the book stores within a few weeks. Every two weeks the Sewell Ford stories appear in scores of newspapers.

Sewell Ford has taken a type that is familiar to people in the larger city, a boy with just a degree of freshness to be amusing, full of action, rosy of wit, but thoroughly loyal and honest. But "Torchy" is more than that. He may well be called the super-office boy, for his quick thinking solves many a problem for his boss, the head of the Corrugated Trust and numerous others.

Now "Torchy" is in motion pictures in two-reel comedies, which are promised as different from anything that the screen has ever seen, thoroughly possible stories with a strong element of the farce running through it. The first of the series is named simply "Torchy," since it introduces the character to the screen. In it Torchy lands his job with the Corrugated Trust and experiences an adventure that is said to be highly amusing.

With "Torchy," followers of the stories will be introduced to "Old Hickory," the younger "Mr. Ellins," Mr. Piddle and the other characters who have won such a permanent place in the hearts of millions of readers.

John Hines, one of the best known light comedians of the legitimate stage, has been chosen as "Torchy." Hines has appeared in some of the greatest New York successes and only recently left a leading musical show for the screen. He is of the boyish type that the character demands.

"Torchy" comes to the Dicke Theatre Saturday, January 8th. adv.



**SEWELL FORD'S  
TORCHY.**

THE RED HEADED OFFICE  
BOY WHO HAS TICKLED A  
HUNDRED MILLION RIES.

# A MESSAGE

## for Those Who Do -- and Those Who Should -- Advertise in The Reporter

People of Downers Grove MUST eat if they expect to live. In the natural course of events they must buy clothing; they must replace their cooking utensils, their crockery, their dishes, their bed clothes, their garden tools and thousands of other things when they wear out, are damaged or lost.

In the normal year Downers Grove people spend thousands of dollars for food, clothing and other necessities of life. They will spend other thousands for semi-necessities and for luxuries.

**WHERE WILL THEY SPEND ALL THIS MONEY?**

That's what we want to talk about.

Most people who have buying to do buy where they can get the best quality at the lowest price. They also take into consideration the reputation of the firm with whom they are dealing.

This is where Downers Grove business people have the edge on Chicago stores and on the thousands of mail order houses whose catalogs flood the homes of local buyers.

It is our firm belief that the business people of Downers Grove can and do sell merchandise which, when quality and price are taken into consideration, compare more than favorably with the offerings of the large Chicago stores and with that of the mail order houses.

We know this to be true. You people in business here know it to be true. But—how many of the BUYERS of the village know it? True, there are more now than at this time last year and the proportion will be vastly increased by this time next year if Downers Grove business men and women will awake to the only way in which this truth can be brought before the public.

How? The answer is simple—**ADVERTISE!**

Most retailers spend a great deal of time in buying, in the arrangement of their merchandise, in the fixing of their window displays, and in hundreds of other ways, but they forget that all this work is lost if after it is done they just sit back and wait for customers to come to them. The modern way, the only way, is to go out after them. And this can be done in only one way. By **ADVERTISING IN A PAPER WHICH IS READ BY THOSE WHO WOULD NATURALLY BE CUSTOMERS. SUCH A PAPER IS THE REPORTER.**

Most people read the daily papers for the news of world events that they contain, they also read the advertisements in these papers, not so much in towns and cities away from Chicago as in the city. A mail order catalog has nothing of interest except the descriptions of goods and the prices, it is, therefore, harder to get people to read one of these.

That's why advertising in a Community paper is worth vastly more than in either a catalog or the daily press. A Community paper, like The Reporter, is printed for the people of one comparatively

small district. Like a mirror it reflects the life of that community; the daily, PERSONAL comings and goings, the births, marriages and deaths; it holds something of interest to every resident every week, not just once in a while. That is what makes it the most valuable advertising medium in the world.

There is no one foolish enough to question the statement that there is a golden flood of money leaving this community every month to the mail order houses scattered all over the country and to the large department stores of Chicago. What has diverted this flood from its natural resting place in the stores of this community? There is but one answer and that is—**ADVERTISING!**

What local merchants are faced with is the problem of winning back at least a small part of this vanished business. Again there is but one answer and again this answer is—**ADVERTISING!**

By advertising we do not mean a spasmodic effort, a once-in-a-while appeal to the buyers, a hit or miss plan, but consistent, business pulling, real advertising where week after week the fact that the people of Downers Grove should buy at home is the central theme. Not because they make their home here but because they can buy here better than thru a mail order house or in the department stores.

Most retailers are poor advertisers, not so much we believe because they do not value the printed word but because they do not put enough thought on the preparation of their copy. They do not pay enough attention to this, one of the most vital factors in every great business success.

To overcome this factor we are subscribing to an advertising service which cannot but help local dealers. Contained in the service are suggested ads, a little copy and many cuts. This is but one way we will try to put over the 1921 advertising of Downers Grove merchants. Another is that we are at the service of local business people at any time to help them in their advertising problems. If you are one of the merchants who want to advertise and don't know how to go about it, let us know and we will call and explain our plans.

Just a word or two about the publication in which we ask you to advertise your business.

The REPORTER is read every week by more than THREE THOUSAND people in and around Downers Grove. It prints more NEWS than any two other papers in the county. Both the advertisements and the news are displayed in a way which make them easy to read and the entire paper is fundamentally correct mechanically. This is proven by the fact that during the past six months trade magazines with national circulations have printed little stories praising The Reporter. It is read by people who are natural customers of Downers Grove stores.

If you are interested in a campaign to increase your business phone 188-J and a representative will call.

# Downers Grove Publishing Company